

# NORDSTROM

## Nordstrom Launches 'Fashion Rewards'

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Retailer enhances loyalty program, adding more benefits and services to appeal to its most loyal customers

SEATTLE, April 26 /PRNewswire-FirstCall/ -- Seattle-based Nordstrom, Inc. (NYSE: JWN), a leading fashion specialty retailer, is enhancing its loyalty program. The new program, called Nordstrom Fashion Rewards, will incorporate the company's current points system while adding more benefits for shopping at Nordstrom based on customers' spending levels using any Nordstrom credit or debit card. The new program aligns with the company's strategy to earn more business from its customers and increase its market share.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20001011/NORDLOGO> )

"Our Rewards program is an important part of building relationships with our customers," said Kevin Knight, president of Nordstrom Credit, Inc. "We know that customers who participate in our program shop more with us, and Fashion Rewards is a way for Nordstrom to provide additional benefits to those loyal customers."

Restructuring of the program came after extensive customer research, which included input from stores, a peer group study and focus groups. Nordstrom also surveyed its customers to determine which additional benefits would motivate them to strengthen their relationship with the company.

"We tried to stay as close to our customers as possible in our research and found that they are interested in rewards that are tangible and available to them now, such as complimentary shipping and alterations," said Knight. "At its higher levels, Nordstrom Fashion Rewards also offers some exciting and exclusive benefits we think our customers will love."

Current Nordstrom cardholders will be automatically enrolled in the new program. A customer's level will be based on his or her annual Nordstrom spend on any Nordstrom credit or debit card. Unique to the Nordstrom program, Rewards participants can move to higher levels based on their Nordstrom spend each quarter versus waiting a full year.

New customers become members once they are approved for a Nordstrom card and can apply for any Nordstrom credit card at any Nordstrom store, including the Nordstrom Rack, and online at [nordstrombank.com](http://nordstrombank.com).

In the current Rewards program, customers earn points on purchases made with a Nordstrom card and receive Nordstrom Notes certificates to use towards the purchase of merchandise or services at any Nordstrom store or Nordstrom Rack.

Launched April 23, Nordstrom Fashion Rewards will still include the points program customers have come to appreciate, but will also feature new rewards such as complimentary in-store services and access to red carpet events. The program will offer three new levels of cumulative benefits to Rewards customers who qualify.

Some of the added benefits, available at different levels, include complimentary standard shipping and alterations, invitations to private shopping events, Nordstrom On Call-a 24-hour fashion emergency hotline, access to purchase exclusive apparel and accessories, tickets to Nordstrom fashion shows and the opportunity to pre-select merchandise for Nordstrom's biggest sale of the year: the Anniversary Sale.

At its highest levels, the program offers customers the ability to design private shopping parties and to purchase Nordstrom shopping packages such as trips to store openings, holiday shopping in cities like Chicago and San Francisco, and Nordstrom spa-and-shop getaways. Customers will also have the opportunity to purchase packages for red carpet events, which will include travel and accommodation arrangements, as well as a personal wardrobe stylist to help prepare for the occasion.

Nordstrom, Inc. is one of the nation's leading fashion specialty retailers, with 155 U.S. stores located in 27 states. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 98 Full-line Stores, 50 Nordstrom Racks, four Faconnable boutiques, one freestanding shoe store and two clearance stores. Nordstrom also operates 36 Faconnable boutiques in Europe. Additionally, Nordstrom serves customers through its online store at [www.nordstrom.com](http://www.nordstrom.com) and through its catalogs. Nordstrom, Inc. is publicly traded on the NYSE under the symbol JWN. Nordstrom credit and debit cards are issued and serviced by Nordstrom Bank, a wholly-owned subsidiary of Nordstrom, Inc., subject to approval.

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